

Message Text

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E.O. 11652: N/A

TAGS: BBSR, SF

SUBJECT: GLOBAL MARKET RESEARCH: COMMUNICATIONS EQUIPMENT AND
SYSTEMS

REF: USDOC 7835

1. BIDS HAVE NOW BEEN RECEIVED FROM FIVE FIRMS FOR THE PLANNED
MARKET RESEARCH ON COMMUNICATIONS EQUIPMENT AND SYSTEMS. COPIES
OF ALL PROPOSALS HAVE BEEN FORWARDED VIA REGISTERED INTERNATIONAL
AIRMAIL AND VIA AIR POUCH. AS IN THE CASE OF ELECTRICAL ENERGY
SYSTEMS RESEARCH ALL BIDS ARE CONSIDERBLY HIGHER THAN THE
AMOUNT WHICH COMMERCE HAD INITIALLY ALLOTTED FOR THE STUDY.
SUMMARIES OF PROPOSALS FOLLOW.

2. MIDDLE WEST SERVICE COMPANY (PTY) LTD. (WSC). PROFESSIONAL
SERVICES WOULD COST \$8,500 BUT IN ADDITION WOULD BE EXPENSES
FOR TRAVEL, COMMUNICATION, AND REPORT PREPARATION. MWSC COULD NOT
MEET THE SPECIFICATIONS FULLY BUT WOULD CONDUCT THE STUDY ON A
BEST EFFORTS BASIS.

3. HOWARD-PURDON ASSOCIATES (HPS). HPS'S TOTAL BID PRICE IS
\$18,160. THE STUDY WOULD INCLUDE 62 PLANNED, PERSONAL INTERVIEWS
AND COSTS HAVE BEEN CALCULATED ON A 20PCT FAILURE RATE. ALL WORK
WILL BE PERFORMED WITHIN THE ORGANIZATION, NONE WILL BE CONTRACTED
OUT.

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4. MARKET RESEARCH AFRICA (PTY) LTD, (MRA). MRA'S BID PRICE IS R12,000 OR \$17,640. THE STUDY WOULD ENTAIL 110 DEPTH AND SEMI-STRUCTURED INTERVIEWS. NO SUBCONTRACTING WOULD BE REQUIRED.

5. DEVELOPMENT AND MARKETING. THIS FIRM'S ALL INCLUSIVE BID PRICE IS R28,655 OR \$42,123. 381 REPEAT 381 INTERVIEWS WOULD BE CONDUCTED, THE MAJORITY IN THE TRANSVAAL. NO WORK WILL BE CONTRACTED OUT.

6. P.E. CONSULTING GROUP S.A. (PTY) LIMITED (PE). PE'S INCLUSIVE FEE FOR THE STUDY IS \$18,900. A TOTAL OF 88 INTERVIEWS WOULD BE CONDUCTED, AND THE STUDY WOULD CONSIST OF THREE PHASES: DESK RESEARCH, FIELD RESEARCH, AND ANALYSIS/REPORT WRITING. AS IN ALL OTHER PROPOSALS, NO SUB-CONTRACTORS WILL BE INVOLVED.

7. AS NOTED IN PARA ONE, THESE BIDS, RANGING FROM THE INCOMPLETE ONE OF \$8500 TO \$42,123, SUBSTANTIALLY EXCEED THE \$5000 TARGET FIGURE. WE WOULD REJECT MWSC'S BID BECAUSE IT DOES NOT COMPLY WITH THE SPECIFICATIONS. THE REMAINING PROPOSALS ARE ADDRESSED DIRECTLY TO THE SPECIFICATION PRESCRIBED BY COMMERCE, AND CONEN FEELS THAT ANY OF THESE FOUR FIRMS WOULD PRODUCE AN EXCELLENT STUDY. FOR THE REASON DESCRIBED IN OUR TELEGRAM ON THE ELECTRIC ENERGY SYSTEMS, WE WOULD RECOMMEND THAT FAVORABLE CONSIDERATION BE MADE OF THE PROPOSAL FROM DEVELOPMENT AND MARKETING.
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